

Trends in Volunteer Engagement

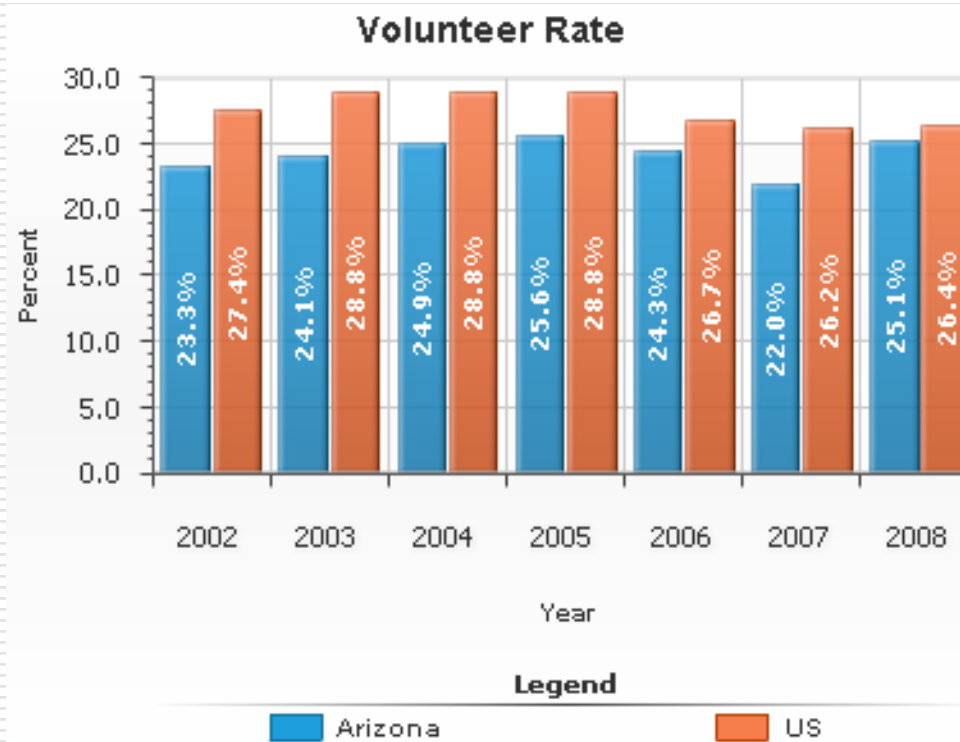
Trails and Volunteering Workshop
Saturday, May 22, 2010
Pine Cultural Center in Pine, Arizona

Debbie Ray, CVA
Certified Volunteer Administrator

Arizona Ranking.....

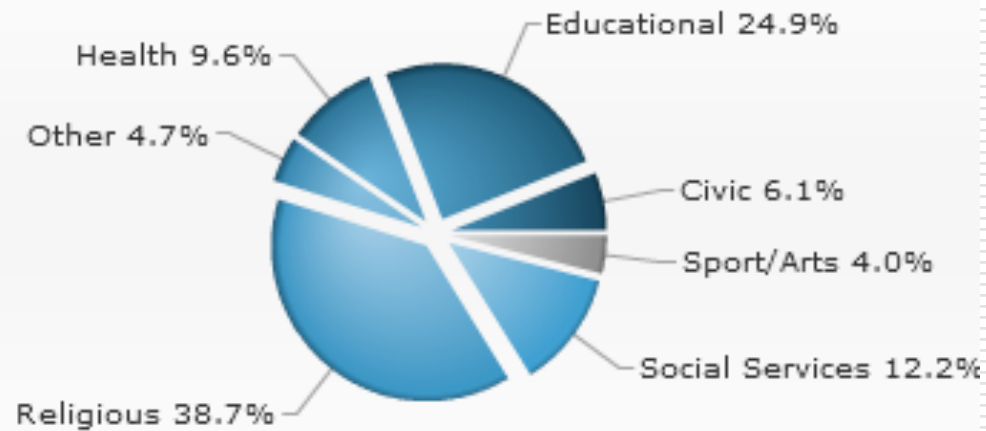
- ❑ 1.1 million volunteers
 - ❑ 23.8% of residents volunteer - ranking them **42nd** among the 50 states and Washington, DC
 - ❑ 172.4 million hours of service
 - ❑ 36.1 hours per resident - ranking them **27th** among the 50 states and Washington, DC
 - ❑ \$3.5 billion of service contributed
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Volunteer Rate



Where People Volunteer throughout Arizona

Where People Volunteer (2006-2008)



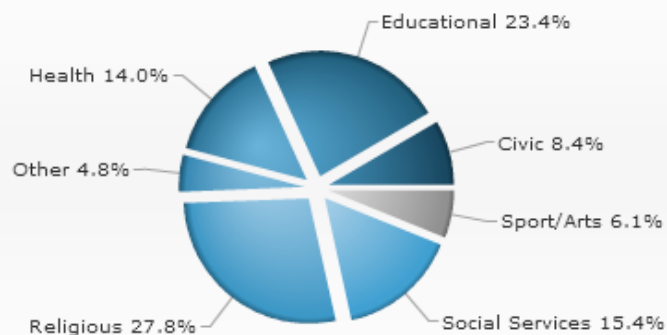
<http://www.volunteeringinamerica.gov/>



Volunteering in Two Arizona Cities

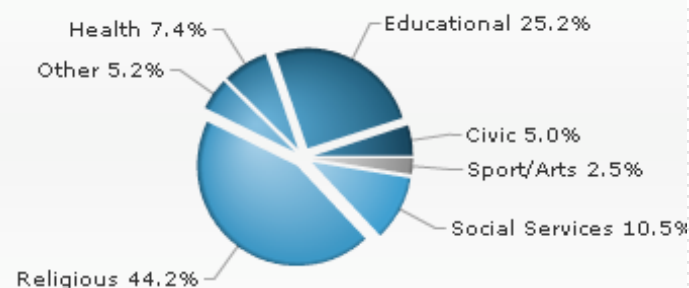
Tucson Volunteers

Where People Volunteer (2005-2008)



Phoenix Volunteers

Where People Volunteer (2006-2008)



<http://www.volunteeringinamerica.gov/>



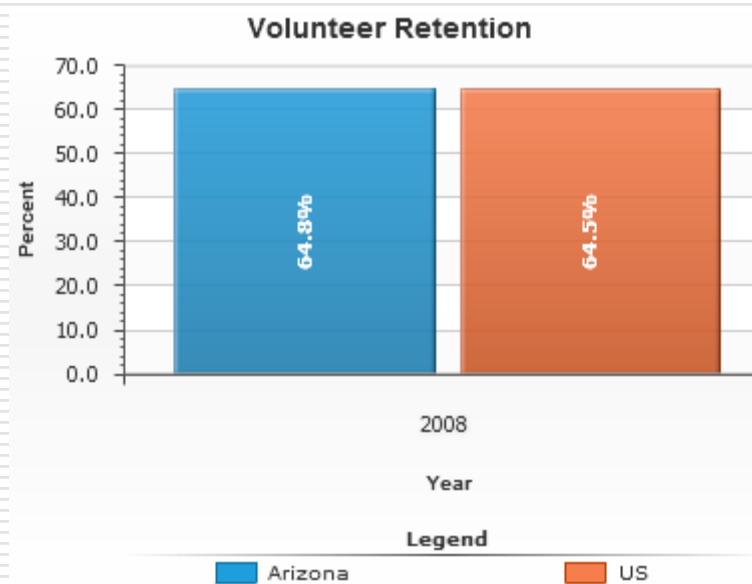
What does volunteering look like today?

- ☐ Do you know the current value of volunteering?
- ☐ Nationwide \$20.25 (Independent Sector – 2008)
- ☐ Arizona \$18.73 (Independent Sector - 2007)

<http://www.independentsector.org/about/index.html>



Retention of Volunteers



<http://www.volunteeringinamerica.gov/>

Arizona Volunteering by Age Group

Age	Median Hours	State Rate	National Rate
16-19	*	23.7 %	25.6 %
20-24	*	18.1 %	18.1 %
25-34	36	21.0 %	22.9 %
35-44	48	25.7 %	31.0 %
45-54	70	27.8 %	30.4 %
55-64	80	23.6 %	28.1 %
65-74	*	25.4 %	26.7 %
75+	*	22.4 %	20.3 %

<http://www.volunteeringinamerica.gov/>



Generational Differences Chart

	Traditionalists/ Matures	Baby Boomers	Generation X	Millennials	Alternates
Birth Years	1900-1945	1946-1964	1965-1980	1977-1994	1981-2000+
Current Age	63-86	44-62	28-43	8-27	7 to birth
Famous People	Bob Dole, Elizabeth Taylor	Bill Clinton, Meryl Streep	Barak Obama, Jennifer Lopez	Ashton Kutcher, Serena Williams	Dora the Explorer, Hannah Montana
#		80 Million	51 Million	75 Million	Still counting
Other Names for this generation	Veterans, Silent, Moral Majority, Radio Babies, The Forgotten Generation	"Me" Generation, Moral Authority	Gen X, Xers, The Doer, Post Boomers, 13 th Generation	Generation Y, Gen Y, Generation Next, Echo Boomers, Chief Friendship Officers, 24/7s	Generation Y, Generation Why?, Nexters, Internet Generation

Divide into Age Groups

☐ List responses to the following:

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- ☐ Influencers while I was growing up?
 - ☐ What are my Core Values?
 - ☐ What are my best attributes?
 - ☐ What was my Family Experience?
 - ☐ My thoughts on getting an Education are?
 - ☐ What do you value?
 - ☐ How do I deal with money\$\$
 - ☐ Technology
 - ☐ Entitlement
 - ☐ What's my view of authority?
 - ☐ My heroes are.....?
 - ☐ Motivated by.....?
-

Influencers

Traditionalists/ Matures	Baby Boomers	Generation X	Millennials
<p>WWII, Korean War, Great Depression, New Deal, Rise on Corporations, Space Age</p> <p>Raised by parents that just survived the Great Depression</p> <p>Experienced hard times while growing up followed by prosperity</p>	<p>Civil Rights, Vietnam War, Sexual Revolution, Cold War/Russia, Space Trave</p> <p>Highest divorce rate & 2nd marriages in history</p> <p>Post War babies became radicals – 70s & yuppies of the 80s</p> <p>“The American Dream” was promised to them & they pursued it so they are seen as greedy, materialistic & ambitious</p>	<p>Watergate, Energy Crisis, Dual Incomes, Single Parent families, 1st gen. of Latchkey kids, Activism, Corp. downsize, end of Cold War, Moms go to work, increased divorce rate</p> <p>Perceptions shaped by having to take care of themselves/siblings, watching politicians lie, parents laid off</p> <p>The first generation that will NOT do as well financially as their parents did.</p>	<p>Digital Media, child focused world, school shootings, terrorist attacks, AIDS, 9/11</p> <p>Typically grew up as children of divorce</p> <p>They hope to be the next generation & to turn around all the “wrong” they see today</p> <p>Grew up more “sheltered” than any other generation</p> <p>Came of age in a period of economic expansion</p> <p>Kept busy as kids</p> <p>1st generation of children with a schedule</p>

Family Experience

Traditionalists/ Matures	Baby Boomers	Generation X	Millennials
Traditional Nuclear	Disintegrating "Cleaver Family" Mom stayed home As children were seen as "special"	Latch-key kids Women widely expected to work outside the home The 1 st "day care" generation Dual income families	Merged families Coddled kids (they got a trophy for coming in 8 th place)

Work Ethic

Traditionalists/ Matures	Baby Boomers	Generation X	Millennials
Dedicated Pay your dues Work hard Respect Authority Hard Work Age = Seniority Company first	Driven Workaholic – 60 hr work weeks Work long hours to establish self-worth & identity Quality	Balance Work smarter & with greater output not work longer hours Eliminate the task Self-reliant Want structure & direction Skeptical	Ambitious What's next? Multitasking Tenacity Entrepreneurial

Communications Media

Traditionalists/ Matures	Baby Boomers	Generation X	Millennials
Rotary Phones One-on-one Write a memo Discrete Like handwritten notes vs email Use good grammar & manners Show respect (Mr., Mrs., Sir, ...)	Touch-tone phones Call me anytime Diplomatic In person Use body language to communicate Present Options Get consensus OK to use 1 st names	Cell Phones Call me only at work Blunt/Direct Immediate Use straight talk Use email as #1 tool Don't micro manage Potential to bridge the generation gap	Internet Picture Phones E-mail Text Polite Use positive, respectful electronic style (cell phones, IM, email, text) communicate in person if it is "really important"

Voluntourism

- ***Voluntourism is a growing trend nationally and globally. Americans (about 6% of the total volunteer force) volunteered more than 120 miles from their homes.***

Other terms for Voluntourism include:

"Volunteer vacations"

"Long-distance volunteering"

"Working vacations"

"Eco-VolunTourism"

"Agritourism"

"Edu-voluntourism"

Voluntourism Opportunities:

Environmental Conservation

Trail Maintenance and Conservation – Appalachian Trail Conservancy

Wildlife Preservation – Dolphin Research Center

Humanitarian Assistance

Housing Issues – Habitat for Humanity

Children and Youth – Ambassadors for Children

Other Popular Ways to Volunteer

- ☐ Traditional Volunteers
- ☐ Episodic/Short term Volunteers
- ☐ Special Assignment
- ☐ Social networking
- ☐ Off-site opportunities
- ☐ Volunteering from home
- ☐ Corporate/Business groups
- ☐ Seasonal Volunteers



Laid off? Become a volunteer

- ❑ **It's a way to keep your skills sharp and make new connections**
- ❑ When you're out of work, volunteering isn't just about giving back to the community. It's also a way to keep your professional skills sharp, beef up your résumé and make new connections.



Seven Tips to Capitalize on Volunteer Resources During Tight Financial Times

- ❑ **Maintain the volunteer manager position, even if faced with the need to make cuts.** The dollar value of volunteer service he/she brings an organization is many times the salary cost of the volunteer manager. Volunteers will not continue to work for an organization without a solid infrastructure to support them.
 - ❑ **Intensify the impact of volunteer recruitment messages by drawing powerful images from media attention about increased needs.** Tap into increased public awareness about human suffering with a well-crafted recruitment message that is reflective of conditions and concerns in local communities.
 - ❑ **Look for new pools of volunteers such as job seekers or people who want to give gifts of skills and time because they are less able to give financially.**
 - ❑ **Assess the organization for new ways volunteers can meet needs and reduce staff stress.**
 - ❑ **Avoid any perception that volunteers will be used to replace paid staff.**
 - ❑ **Make sure there are volunteer opportunities that do not require out of pocket costs.**
 - ❑ **Power up the volunteer program by taking steps proven to build organizational capacity through volunteers:**
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Professional Organizations for Volunteer Administrators



The Association for Volunteer
Administration of Central Arizona

Margie Coggins mcoggins@cir.org

Mina Stafford 520-618-4819

mstafford@pimaair.org

SAV

<http://volunteeralive.org/>



*the essential resource for
volunteer management*



Council for Certification in Volunteer Administration



Contact CCVA

Phone: 804-794-8689

www.cvacert.org

E-mail: info@cvacert.org

Council for Certification in Volunteer Administration

P.O. Box 467

Midlothian, Virginia 23113 USA

Katherine H. Campbell, CVA

Executive Director



Volunteer Resources

<http://www.volunteermatch.org>



<http://www.energizeinc.com/>



<http://www.networkforgood.org>



<http://www.nationalservice.gov>

Additional Resources

- ❑ VolunTourism – www.voluntourism.org
- ❑ Global Volunteers – www.globalvolunteers.org
- ❑ BreakAway – www.alternativebreaks.org
- ❑ *Vacations from the Ordinary* by John Rosenthal on travel.msn.com
- ❑ *Volunteer Vacations, Short-term Adventures that Will Benefit You and Others* by Bill McMillon, Doug Cutchins and Anne Geissinger
- ❑ Center for Global Volunteer Service at UC San Diego Extension



As the economy slows and organizations struggle to provide services on smaller budgets, volunteers become even more vital to the health of our nation's communities.

Almost no organizations are showing a decrease in their volunteer usage.



Questions

